IN THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the above-referenced application:

1. (Canceled)

2. (Previously presented) The method of claim 4, wherein the step of translating the received message is based on information included in one or more prior messages received by the B2B protocol exchange during the business conversation.

3. (Previously presented) The method of claim 4, further comprising the step of:

storing information relating to the business conversation, the information being used for translating a subsequent message.

4. (Currently amended) A method of communicating between two business entities, each of the business entities utilizing a different communication protocol, wherein a business conversation is established between the entities, the method comprising the steps of:

providing a business-to-business (B2B) protocol exchange for facilitating communications between the business entities, the B2B protocol exchange being operatively connected to the business entities;

receiving, at the B2B protocol exchange, a message from one of the business entities in a first communication protocol;

translating the received message in the first communication protocol into a translated message in a second protocol used by another of the business entities;

sending the translated message to the other business entity;

generating, at the B2B protocol exchange, a conversation identifier associated with the business conversation; and

the B2B protocol exchange inserting the conversation identifier into the translated message.

5. (Previously presented) The method of claim 4, wherein the step of translating the received message further comprises the steps of:

determining a protocol of a target business entity; and

translating the received message into the target business entity protocol.

6. (Currently amended) A method of communicating between two business entities, each of the business entities utilizing a different communication protocol, wherein a business conversation is established between the entities, the method comprising the steps of:

providing a business-to-business (B2B) protocol exchange for facilitating communications between the business entities, the B2B protocol exchange being operatively connected to the business entities;

receiving, at the B2B protocol exchange, a message from one of the business entities in a first communication protocol;

translating the received message in the first communication protocol into a translated message in a second protocol used by another of the business entities; and

sending the translated message to the other business entity;

wherein the step of sending the translated message to the other business entity further comprises the steps of:

identifying, at the B2B protocol exchange, a postback universal resource locator (URL) associated with a target business entity; and

the B2B protocol exchange sending the translated message to the postback URL.

7. (Original) The method of claim 6, further comprising the step of:

storing the postback URL associated with the target business entity.

8. (Canceled)

9. (Previously presented) The protocol exchange of claim 11, wherein the operation of translating the received message is based on information included in one or more prior messages received by the protocol exchange during the business conversation.

10. (Previously presented) The protocol exchange of claim 11, wherein the at least one processor is further operative to store information relating to the business conversation, the information being used for translating a subsequent message.

11. (Previously presented) In a business-to-business (B2B) framework including a plurality of business entities, a protocol exchange operatively connected to the business entities, the protocol exchange comprising:

at least one processor operative to: (i) receive a message from one of the business entities in a first communication protocol; (ii) translate the received message in the first communication protocol into a translated message in a second protocol used by another of the business entities; and (iii) send the translated message to the other business entity; and

memory coupled to the at least one processor, which stores information relating to at least one of the business entities and a business conversation established between two or more business entities in the B2B framework;

wherein the at least one processor is further operative to: (iv) generate a conversation identifier associated with the business conversation; and (v) insert the conversation identifier into the translated message.

12. (Previously presented) The protocol exchange of claim 11, wherein the at least one processor is further operative to: (iv) determine a protocol of a target business entity; and (v) translate the received message into the target business entity protocol.

13. (Previously presented) In a business-to-business (B2B) framework including a plurality of business entities, a protocol exchange operatively connected to the business entities, the protocol exchange comprising:

at least one processor operative to: (i) receive a message from one of the business entities in a first communication protocol; (ii) translate the received message in the first communication protocol into a translated message in a second protocol used by another of the business entities; and (iii) send the translated message to the other business entity; and

memory coupled to the at least one processor, which stores information relating to at least one of the business entities and a business conversation established between two or more business entities in the B2B framework;

wherein the at least one processor is further operative to: (iv) identify a postback universal resource locator (URL) associated with a target business entity; and (v) send the translated message to the postback URL.

14. (Original) The protocol exchange of claim 13, wherein the at least one processor is further operative to: (vi) store the postback URL associated with the target business entity.

15. (Canceled)

16. (Previously presented) The method of claim 4, wherein the business entities are operatively connected to the protocol exchange via one or more networks.

17. (Canceled)

18. (Canceled)

19. (Previously presented) The article of claim 21, wherein the step of translating the received message is based on information included in one or more prior messages received during the business conversation.

20. (Previously presented) The article of claim 21, further comprising the step of:

storing information relating to the business conversation, the information being used for translating a subsequent message.

21. (Previously presented) An article of manufacture for communicating between two business entities, each of the business entities utilizing a different communication protocol, wherein a business conversation is established between the entities, the article of manufacture comprising a machine readable medium containing one or more programs which when executed implement the steps of:

receiving a message from at least one of the business entities in a first communication protocol;

translating the received message in the first communication protocol into a translated message in a second protocol used by another of the business entities;

sending the translated message to the other business entity;

generating a conversation identifier associated with the business conversation; and

inserting the conversation identifier into the translated message.

22. (Previously presented) The article of claim 21, wherein the step of translating the received message further comprises the steps of:

determining a protocol of a target business entity; and

translating the received message into the target business entity protocol.

23. (Previously presented) An article of manufacture for communicating between two business entities, each of the business entities utilizing a different communication protocol, wherein a business conversation is established between the entities, the article of manufacture comprising a machine readable medium containing one or more programs which when executed implement the steps of:

receiving a message from at least one of the business entities in a first communication protocol;

translating the received message in the first communication protocol into a translated message in a second protocol used by another of the business entities; and

sending the translated message to the other business entity;

wherein the step of sending the translated message to the other business entity further comprises the steps of:

identifying a postback universal resource locator (URL) associated with a target business entity; and

sending the translated message to the postback URL.

24. (Original) The article of claim 23, further comprising the step of:

storing the postback URL associated with the target business entity.